

**JUSTIFICATION AND APPROVAL FOR OTHER THAN FULL AND OPEN
COMPETITION (OVERSEAS CONTRACTING ACTIVITIES)**

1. I recommend that US Embassy-Jakarta use other than full and open competition for the acquisition of Social Media Analytics. The estimated cost is \$85,000.

2. **Nature and/or description of the action being approved**

New Contract – The United States Embassy in Jakarta requires contractor support services in Indonesia to field “Social Media Analytics” (hereafter referred to as “SMA”). Contractor support services are required to conduct a six-month (6-month) online analysis trend analysis of anti-Western and anti-Indonesian governments sentiment utilizing social media sites, to include, but not limited to Twitter, Facebook, YouTube, Google+, Tumblr, Blogspot, Weibo, Wordpress, and other open and closed forums and news sites. *The contractor will provide local Indonesian language capabilities, knowledge of the Indonesian geography and culture, advice on local perceptions, and to provide and manage experienced local social media terrain personnel that are fluent in the local and online dialects and culture.*

3. **A description of the supplies or services required to meet the agency’s needs.**

The contractor is to field an online analysis of various social networks of the general population in Indonesia based on the geotagged locations of social media as well as the Bahasa Indonesia. *The analysis will account for and the latest online slang utilized by Indonesians and spelling errors.*

The contractor shall develop a collection plan and methodology that thoroughly describes the contractor's plan for monitoring and analyzing the populations identified by the government representative, including both logistical and methodological details. The collection plan shall include the following:

1. Provide twenty-four (24)-hours a day, seven (7)-days a week monitoring of social media for a period of six (6) months.
2. Provide a proposed method for generating a random sample that is representative of the online population with respect to gender, major religious groups, and the proportion of the population in each sub-national geography that lives in urban and rural environments.
3. Provide census data (or other official data) on distribution of population by urban/rural, geography, ethnicity, gender, and religion.

4. Provide a description of the training process for interviewers.
 5. Provide the supervisor-to-analyst ratio for this data collection effort.
 6. *Provide the proposed fielding process or algorithm for the monitoring.*
 7. Provide a timeline for the period of performance of the analysis.
 8. Provide analysis of the Indonesian population's sentiment on Western and Indonesian governments.
 9. Provide analysis of the Indonesian population's views of the most important drivers of sentiment on important issues with regards to Western and Indonesian governments.
 10. Provide infographics of the most influential anti-Western and anti-Indonesian government online personas.
 11. *Provide social influence analysis to measure the effects of social media by the most influential anti-Western and anti-Indonesian government online personas.*
 12. *Provide the master themes and narratives used by the most influential anti-Western and anti-Indonesian government online personas.*
 13. *Provide a link analysis chart of who the most influential anti-Western and anti-Indonesian government online personas are connected with.*
4. An identification of the statutory authority permitting other than full and open competition. For example: 41 USC 253(c)(1), FAR 6.302-1, *Only one responsible source and no other supplies or services will satisfy agency requirements*; or 41 USC 253(c)(2), FAR 6.302-2, *Unusual and compelling urgency*.

Only One Responsible Source (FAR 6.302-1)

Citation: 41 U.S.C. 253 (c)(1).

- *Items or services not available from other sources or no alternate sources were found following market analysis.*
- *Existence of limited rights in data, patent rights, copyrights, or secret processes makes the supplies/services available from only one source. However, the FAR provides that the mere existence of these rights does not, in and of itself, justify use of the authority.*
- *The Department's minimum needs can be met only by items or services, which are made or provided by only one company.*
- *Existence of limited rights in data, patent rights, copyrights or secret processes makes the supplies or services available from only one source.*

However, the mere existence of these rights does not, in and of itself, justify use of the authority.

5. **A demonstration that the proposed contractor's unique qualifications or the nature of the acquisition requires use of the authority cited (for sole source acquisitions; also required for unusual and compelling urgency where more than one offer will not be solicited).** PoliticaWave uses a proprietary algorithm that meets the requirements of the PACOM Augmentation Team. Algorithms used by competing contractors do not produce the same results. For example, PoliticaWave's analysis accounts for the latest online slang utilized by Indonesians and spelling errors. It is consistently updated on a daily basis, which yields the most up-to-date and accurate results. Moreover, PoliticaWave is the only company that provides the link analysis chart that the PACOM Augmentation Team is looking for from the companies canvassed during market research.
6. **A description of efforts made to ensure that offers are solicited from as many potential sources as is practicable. The description should include whether a FedBizOps notice was or will be publicized, as required by FAR 5.2, and if not, which exception under FAR 5.202 applies (e.g., blanket waiver provided in DOSAR 605.202-70).** The PACOM Augmentation Team has conducted analysis on several companies within Indonesia and internationally that could potentially qualify based on the performance statement of work. The majority of the international companies did not have the local experience or personnel to analyze the local and online language needed for an in-depth analysis of this scale. The other companies canvassed use proprietary algorithms that do provide the required analysis did and do not provide the link analysis chart and infographics, which is an essential required portion of the contract.
7. **A determination by the Contracting Officer that the anticipated cost to the Government will be fair and reasonable.** This contract is to augment an existing population survey. Typically, this type of survey and analysis with final report takes approximately 3-5 months and costs around \$150,000. The rough orders of magnitude received to conduct this social media analytics contract hovered around \$150,000 for a full year with biweekly meetings, midterm reports, and a final report complete with the above mentioned requirements. The trial contract we are proposing in this sole source justification is only for 6 months at a rate of \$86,000.
8. **A description of the market survey conducted and the results or a statement of the reasons a market survey was not conducted.** The PACOM Augmentation Team conducted research on several companies, including PoliticaWave, NoLimit, Zocial, and Brand24. All the companies provided local expertise, except for Thai-based Zocial, whose focus was first on marketing and *then* on local language. While every company provides

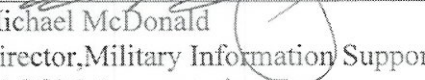
infographics, none of the companies except for PoliticaWave provide the link analysis chart the PACOM Augmentation Team is looking for. Finally, no other companies but PoliticaWave provide a complete analysis of the master narratives and themes because no other company uses the algorithms developed by PoliticaWave.

9. Any other facts supporting the use of other than full and open competition. N/A
10. A listing of sources, if any, that expressed, in writing, an interest in the acquisition. N/A
11. A statement of the actions, if any, the agency may take to remove or overcome any barriers to competition before any subsequent acquisition for the supplies or services required. Prior to any future purchases, another market survey will be conducted to ensure other providers have not entered the market. If other providers have entered the market that provide the services required, their algorithms and outputs will be reviewed again prior to contracting.

CERTIFICATIONS


I certify that this justification is accurate and contains complete data necessary to support the recommendation for other than full and open competition:

03SEP2013


Michael McDonald
Director, Military Information Support Team
PACOM Augmentation Team

I certify that this submission is accurate, and that it contains complete information necessary to enable other officials to make an informed recommendation for approval or disapproval.

9/3/2013
Date


Contracting Officer